



Index #

62.25

1955/56

Plant Pat. No. 993

**red rich**  
EVERBEARING

®

## wholesale price list

- Strawberry Plants
- Perennial Plants
- Pyramid Gardens
- Over-the-Counter Packages

judson

WHOLESALE

nurseries

BRISTOL, INDIANA

Phone 90-R9





At no charge, we supply you with complete order-shipping tags that are printed with your name. You merely fill out the complete tag and send this to us. The tag is perforated so that all we do is detach the top part and use this for the parcel post label. The bottom half is returned to you as proof of shipment along with our invoice.

We have separate tags for: Strawberry Plants, Pyramid Gardens and Perennials. Estimate your needs and let us know how many of each you will need and we will get these to you at once. Replacements—merely fill in tag the same as on regular order and mark "Replace".

## Order Your Pack-Out Tags Now



One of the things we are all most grateful for is the continuing support Red Rich® has enjoyed in gardening editorials the past few years. Folks have seen, read and heard about Red Rich® in articles, advertising and catalogs. Then too, the quality of the plant has done a top-selling job itself. To be sure, we are not resting on our Red Rich® laurels. Watch for new ideas and continued hard-hitting sales punch for 1956. Keep them planting . . . Red Rich®. Remember, Judson packages Red Rich® in the genuine Red Rich® carton under the Pack-Out or F. O. B. shipping plan.

## **a registered TRADE MARK**

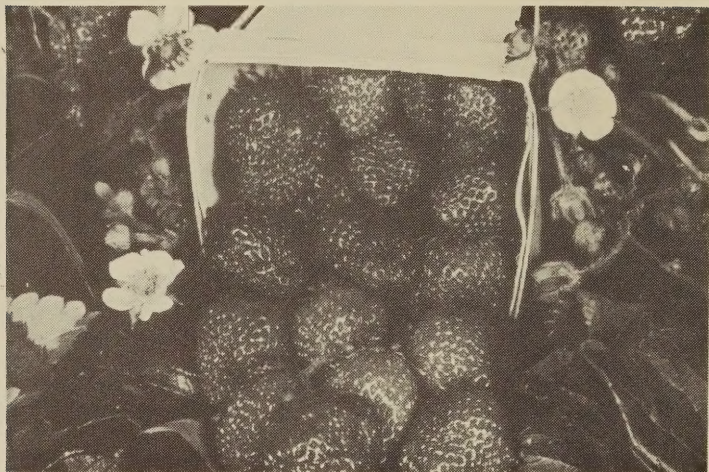
The Red Rich® trade mark has been registered in the U.S. Patent Office and this trade mark should be used whenever your advertising features Red Rich®. Trade Mark cuts will be sent upon request.

## **RED RICH® carries Plant Patent No. 993**

Red Rich® is a patented plant and the Judson Nurseries are the authorized national grower and distributor. Be sure to display "Plant Patent No. 993" when listing Red Rich®.



# RED RICH<sup>®</sup> for 1956



Plant Patent 993

## Plants produced beautifully in growing season

As this catalog is being prepared it is a real rewarding experience to visit the fields where Red Rich<sup>®</sup> is growing for your next year's sales. They are running nicely and we anticipate a bountiful crop to support your sales effort next season. The result of scientific effort in the growing of Red Rich<sup>®</sup> is beginning to pay-off.

## NEW COLOR PLATES FOR RED RICH<sup>®</sup>

Be sure to write for new four color plates being made for Red Rich<sup>®</sup>.

## COPY SUGGESTIONS FOR RED RICH<sup>®</sup>

You just pick and pick and pick these luscious berries from June right through 'til frost. Folks who say an ever-bearer isn't sweet should taste Red Rich<sup>®</sup>. They're chock-full of real honey-sweet goodness. They're deep red through the core. Solid and firm. Frost resistant. Tops for freezing, too! Delicious and attractive when served. A leading midwestern university reports Red Rich<sup>®</sup> the best of 29 everbearing varieties tried. The plants are so tall and full that you can use them as a beautiful garden border or edge in front of evergreens—many places.

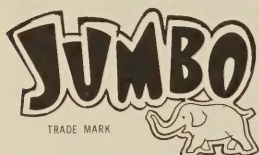


## POTTED RED RICH<sup>®</sup>

Be sure to add a line or an illustration in your catalog about potted Red Rich<sup>®</sup>. You can offer them for shipment in June, July and August. Enjoy the added profit these potted Red Rich<sup>®</sup> can bring you. Write for interesting information on potted Red Rich<sup>®</sup>. Refer to prices on pages 8-9.



## Two Top June Bearing Strawberries You should be sure to list for 1956



### (Midseason)

Jumbo has really jumped into popularity. It's the kind of strawberry that tastes as good as it looks. Deep red all the way through and honey sweet. In university freezing tests Jumbo rated high and it is one of the heaviest yielding strawberries known. When you plan your strawberry garden for spring be sure to include Jumbo.

### NEW FOUR COLOR PLATES ON JUMBO

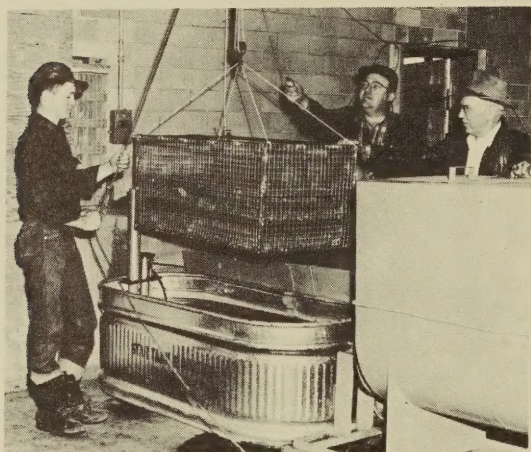
We will have four color process plates similar to the illustration above available for you. Be sure to write for proofs and plates. Your only cost will be for the electrotpe.



### (Midseason)

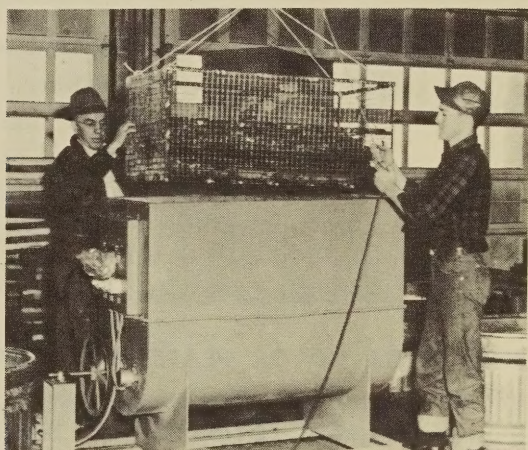
Paymaster is a real beauty of a strawberry. Sparkling—radiant red. It is one of the varieties that rated high in university freezing tests. The berries are large and firm. It is a real producer too, read what Peter Rudell, a midwest grower produced with Paymaster strawberries in the spring of 1955: He averaged 13,200 quarts per acre on three acres. Some strawberries!

# Through research . . *Better Plants*



**HOT  
WATER  
TREATMENT**

**TO RID  
PLANTS  
OF  
NEMATODES**



The above pictures illustrate the cooperation of our state of Indiana, Purdue University and the United States Department of Agriculture in working with the Judson Nurseries in the closely supervised, stop-watch controlled method of hot water treatment of our planting stock of strawberry plants. This process was developed to rid plants of nematodes. Prior to planting, our fields are carefully prepared and fumigated so that as far as is scientifically possible we are able to ship plants free of nematodes. Better plants—better fruit production from Judson grown strawberry plants.

## **VIRUS-FREE PLANTING STOCK**

In addition to the work described above we have worked closely in the growing of strawberry plants from virus-free planting stock. Virus-free planting stock as indicated in the price list is from U.S.D.A. and also from our own indexed virus-free planting stock. A screen house at the Judson Nurseries represents an important investment at the nursery to continue a carefully planned program in growing the initial virus-free planting stock.



# **Judson Sales Helps . . . *Help Sell***

## **PRINTING PLATES**

Over a period of years we have built up an excellent selection of four color process plates on several strawberry plant illustrations. These plates are for the use of our customers. All we ask is that you pay the nominal electro-type cost covering the plates you will need. We also have a beautiful four color Phlox collection for your use.

## **NEWSPAPER MATS**

At no charge we will be glad to send you a complete sheet of newspaper mats that have been designed for small space advertising in newspapers. Mats cover strawberry plants and the Pyramid garden. Write for your set now!

## **COPY TIPS**

If you need copy suggestions for the list of strawberry plants we offer, merely let us know your needs and we will follow through promptly.

## **PHOTOGRAPHS**

Some of our customers prefer black and white prints on strawberry plants and other items. We have a good supply of 8" x 10" prints and will be happy to send prints for your use.

## **PRINTED ADVERTISING**

Frequently we prepare a "stuffer" sheet featuring Red Rich®, the Pyramid garden and other plant varieties. This is printed in four color process and we can pass on our quantity price to you. You in turn can have the sheet imprinted with your name. Let us know your needs.

## **PYRAMID DISPLAY**

One of the best ways to sell the Pyramid is to show it. We have a miniature aluminum Pyramid that does a good job of showing the Pyramid Garden in your sales room. If possible, order a display when you order Pyramid gardens for your inventory. We are planning other display material for 1956 so let us know what you need and we will see if our material will be of help.

# STRAWBERRIES

## WHOLESALE PACK-OUT PRICE LIST FOR FALL 1955 and SPRING 1956

Prices are postpaid and plants guaranteed

### JUNE BEARING

Variety	12	25	50	100	250	500	1000
✓*Blakemore		\$ .85	\$1.25	\$1.85	\$3.75	\$6.75	\$12.50
✓*Dunlap							
✓Dunlap							
✓*Robinson							
✓*Premier		.90	1.30	1.95	4.00	7.25	13.50
✓Premier							
✓*Catskill							
✓*Sparkle							
✓*Tennessee Beauty							
✓*Armore							
✓*Bellmar							
✓**Empire		.95	1.40	2.25	4.75	8.00	14.50
✓**Vermilion							
✓Fairpeake (Original strain)							
✓British Sovereign							
✓**Plentiful							
✓Wisconsin 214							
✓*Pochahantas							
✓**Paymaster (Trade Mark)		1.00	1.55	2.75	5.50	9.50	17.50
Suggested retail prices for Paymaster		1.95	2.95	5.50	11.50	19.50	33.50
✓**Jumbo (Trade Mark)		1.25	2.00	3.25	6.50	12.00	22.50
Suggested retail prices for Jumbo		2.50	3.95	6.50	13.50	25.00	45.00
✓Crimson Flash (Pat. Appld. for)		2.00					

### EVERBEARING

✓Gem		1.25	2.00	3.25	6.50	12.00	22.50
✓Streamliner							
✓Superfection							
✓Twentieth Century		1.50	2.50	4.35	9.00	17.00	32.50
✓Brilliant	\$ .90	1.65	2.85	5.50	11.80	28.70	52.50
(Plant Patent No. 1183)							

Retail for Brilliant: 12 for 1.75; 25 for 3.25; 50 for 5.75; 100 for 9.95; 250 for 23.50; 500 for 42.85; 1000 for 75.00.

✓RED RICH®	1.50	2.50	4.25	8.25	20.50	40.50	80.50
(Plant Patent No. 993—Red Rich® is a registered Trade Mark)							

Write for Red Rich® trade mark.

RED RICH® retail prices	2.95	5.00	8.50	15.00	32.50	62.50	120.00
-------------------------	------	------	------	-------	-------	-------	--------

### POTTED RED RICH® Plant Patent No. 993

	12	24	48	96
Retail	\$3.95	\$7.50	\$12.50	\$22.50
Cost	2.45	4.50	7.50	14.00

Potted Red Rich® available June to October to lengthen your selling season.

\*The plants classified as virus free in this price list are plants grown from U.S.D.A. virus free planting stock.

\*\*The plants classified as virus free in this price list are grown from our own indexed virus free planting stock.



**FREEZER COLLECTION: 50 Paymaster and 50 JUMBO**  
100 plants — your cost **\$2.95** Postpaid





# PERENNIALS

## WHOLESALE PACK-OUT PRICE LIST

Prices are postpaid and plants guaranteed

VARIETY	3 plants	6 plants
<b>Artemisia</b> —Silver King & Patomica	\$1.00	\$1.65
* <b>Aster</b> —Violetta	1.00	1.65
<b>Baby Breath</b> —Gypsophila	.85	1.45
<b>Balloon Flower</b> —Platycodon	.85	1.45
<b>Bleeding Heart</b> —Dicentra Spectabilis	1.75	3.25
<b>Butterfly Plant</b> —Asclepias	1.00	1.65
<b>Candytuft</b> —Iberis Sempervirens	.85	1.45
* <b>Carnations, Hardy</b> —Dianthus Grenadin —Red, Pink, White Yellow	.85	1.45
* <b>Chrysanthemum, Upright</b> —red, pink, white, yellow, bronze	1.00	1.65
* <b>Chrysanthemum, Cushion</b> —Yellow	1.00	1.65
* <b>Chrysanthemum, Cushion</b> —Bronze	1.00	1.65
* <b>Chrysanthemum, Cushion</b> —Pink & orchid	1.00	1.65
* <b>Chrysanthemum, Cushion</b> —White	1.00	1.65
* <b>Chrysanthemum, Cushion</b> —Red	1.00	1.65
<b>Columbine</b> —Aquilegia	.85	1.45
<b>Cornflower</b> —"Blue Moon" Stokesia	.85	1.45
<b>Delphinium</b> —Mixed Shades	1.00	1.65
<b>Day Lilies</b> —Hemerocallis, Yellow, Orange, Light Yellow & Wine red	1.20	2.00
* <b>Gaillardia</b> —Blanket Flower—Dazzler— red and yellow Burgundy	.85	1.45
* <b>Lythrum</b> —Morden's Pink & Morden's Rose	1.00	1.65
<b>Ground Ivy</b> —Nepeta	.85	1.45
* <b>Midget Hedge</b> —Teucrium Chamaedrys	1.00	1.65
* <b>Monarda didyma</b> —Sunset red	1.00	1.65
<b>Phlox—Hardy—Group 1</b>	.90	1.50
Flash —Orange scarlet with dark- er eye		
Caroline Vandenberg—Lilac blue large florets		
Mary Louise—Glistening snow white heads		
Prime Minister—Pure white, crimson eye		
Daily Sketch—Brilliant salmon pink with darker eye		
Starlight—Lavender with white star		



# PERENNIALS

FOR FALL 1955 and SPRING 1956

VARIETY	3 plants	6 plants
Spitfire—(Frau Alfred Von Mautner)	.90	1.50
Salmon orange flowers, crimson eye		
Border Queen—Pure rose pink—out-standing		
Bright Eyes—Bright rose pink, dark red eye		
Leo Schlaegeter—Most fiery red of all phlox		
<b>Phlox—Collection A (6 Phlox)</b> —1 each of Flash, Caroline Vandenberg, Daily Sketch, Spitfire, Ruby Lee, Mary Louise		1.25
<b>Phlox—Hardy—Group 2</b>	1.00	1.65
Adonis—Bright scarlet crimson		
Brigadier—Brilliant orange red		
Elizabeth Arden—Soft lilac pink		
World Peace—Pure white, large florets		
San Antonio—Vivid carmine head—shaded plum		
Purplekrome—Deep purple		
Sir John Falstaff—Extra large florets of brilliant salmon pink		
<b>Phlox—Collection B (6 Phlox)</b> —1 each of Sir John Falstaff, Brigadier, Elizabeth Arden, World Peace, San Antonio, Purplekrome		1.45
<b>*Phlox—Subulata (Creeping Phlox)</b>		
Atropurpurea—red	1.00	1.65
G. F. Wilson—blue	1.00	1.65
Alba-white	1.00	1.65
Moreheimi and Rosea—pink	1.00	1.65
<b>Painted Daisy—Pyrethrum—Robinson's Red Hybrid</b>	1.00	1.65
<b>*Sedum—Spectabilis</b>	1.00	1.65
<b>*Shasta Daisy—Double-Wirral Pride</b>	1.00	1.65
<b>Sweet Lavender—Lavendula Vera</b>	1.00	1.65

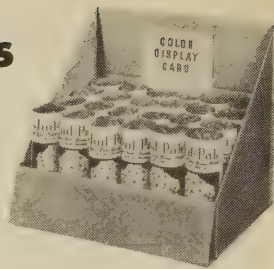
## \*Potted Plants

Other plants listed are dormant transplants that are dug during the winter months and held dormant.

**Bulk Perennials — Please write for complete list on Phlox and other perennials, f.o.b. Bristol, Indiana.**

# Jud-Pak Perennials

A top favorite for years on retail counters. These bare root packaged plants will hold two weeks on your counter.



## VARIETY

### Phlox

	Description
Prime Minister.....	White with red eye
Von Lassburg.....	White
Salmon Glow.....	Pink
Ruby Lee.....	Dark Red
Flash.....	Light Red
Starlight.....	Lavender
Eva Foerster.....	Pink with white eye
Columbine.....	Mixed shades
Sweet William.....	Mixed shades
Creeping Phlox.....	White & pink
Gaillardia.....	Orange red
Baby's Breath, tall.....	Double white
Cushion Mums.....	Yellow, red, white
Day Lilies.....	Yellow
Shasta Daisy.....	White
Canterbury Bells (Bi-annual).....	Mixed shades
Delphinium.....	Mixed shades

Jud-Pak perennials are individually jacketed in bright four color wrappers. Each plant is carefully wrapped, then inserted in jacket.

PACKAGING: 24 individually wrapped plants of one variety per carton.

## WHOLESALE PRICE LIST

Less than 10 cases, 20c per pkg. \$4.80 per Case. Over 10 cases 19c ea. \$4.56 per case. Suggested Retail 39c. Shipping Weight 10 lbs. per carton—Express Prepaid six cartons or more. Orders may be Combined for Prepaid Shipment.



## JUD-PAK STRAWBERRY PLANTS

Packaged in a compact shipping carton that opens into a self-selling, space-saving counter display. Each carton carries 24 beautiful four color packages containing 25 strawberry plants per package. (600 plants per carton) Seal packaged to hold up well.

## WHOLESALE PRICE LIST

JUNE BEARING	Per pkg.	Per Case
✓ Dunlap.....	.50	12.00
✓ Premier.....	.55	13.20
✓ *Jumbo.....	.75	18.00
*(Recommended as a fine strawberry for freezing)		
EVERBEARING	Per pkg.	Per Case
✓ Gem.....	.75	18.00
✓ Superfection.....	.75	18.00
✓ Streamliner.....	.75	18.00
✓ 20th Century.....	1.00	24.00

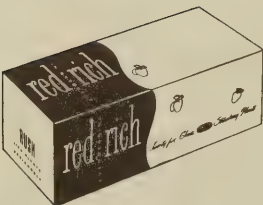
Weight 25 lbs. per carton—Express Prepaid.

## ✓ RED RICH® everbearing

Plant Patent No. 993

Established retail: 25 plants \$5.00; 50 Plants \$8.50; 100 Plants \$15.00.

Your cost: \$2.25 per box in case lots of 250 and 500 plants. 25 plants per carton. Express prepaid.







## Redi-Plant

(Trade Mark)

### POTTED PERENNIALS

Patent Applied for

Three perennials of one variety are packaged in each carry-out carton. Each carton displays a beautiful four color illustration of the matured plant and complete planting suggestions. Soil is held in a special planting pot which is surrounded by moisture retaining jacket. Perennials will hold two weeks but should be removed from shipping case upon arrival.

#### VARIETY

#### DESCRIPTION

Cushion Mums . . . . .	Yellow, Red, White
Creeping Phlox . . . . .	Pink, Red
Sweet William . . . . .	Mixed Colors
Carnations . . . . .	Red, Pink
Gaillardia . . . . .	Orange Red
Shasta Daisy . . . . .	White
Canterbury Bells (Bi-annual) . . . . .	Mixed colors
Garden Pinks . . . . .	Mixed shades
Hardy Chrysanthemums . . . . .	Yellow, Red, White

#### Wholesale cost:

2 to 5 shipping cases 60c per carton of three plants.

6 or more shipping cases 55c per carton of three plants.

Shipping case consists of 12 carry-out cartons (3-paks) 36 plants.

Express prepaid—Minimum order 2 cases. (72 plants)

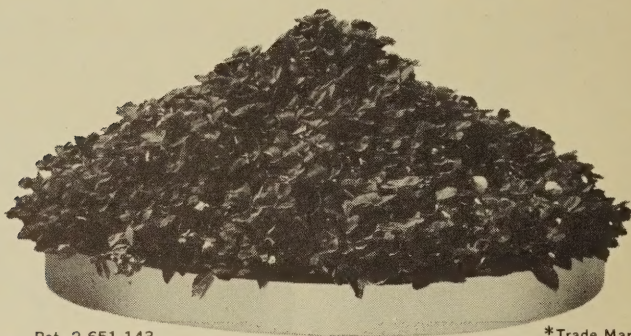
### DISPLAY UNIT

Display unit furnished without charge on order for 6 shipping cases or more.

Be sure to specify display unit on your initial order for 6 cases.



# "PYRAMID"® circular terraced garden



Pat. 2,651,143  
Pat. Pending

\*Trade Mark

This is the large, four terraced "PYRAMID" 6' in diameter. Each aluminum band is 5" wide. Recommended for 50 everbearing strawberry plants.

## WHOLESALE PRICE LIST

	F.O.B. BRISTOL INDIANA	Postpaid Direct To Your Customers Using Your Shipping Tag	Suggested Retail Prices
LARGE PYRAMID	\$5.50	\$6.15	\$9.95
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	2.10	2.40	3.95
COVER (Plastic)	4.00	4.30	6.95
NET	4.00	4.30	6.95
SPRINKLER (Complete)	3.00	3.30	5.25

## COUNTER DISPLAY SELLS PYRAMIDS FOR YOU

An exact aluminum miniature display of the popular "PYRAMID" circular terraced garden will do an excellent sales job right on your counter. The actual aluminum "PYRAMIDS" are coil packed in carry-out size cartons and can be sold right off the shelf.

Counter Display included with initial order for six "Pyramids" when specified on your purchase order.

*Enjoy Strawberries*  
at home this attractive, compact way!



### PYRAMID

#### Circular Terraced Garden

- Plant 50 Everbearing Strawberry Plants.
- Made of long-lasting aluminum coil.
- Complete instructions in each carton.
- Can be used with flowering plants, bulbs, etc.







## PYRAMID ACCESSORIES



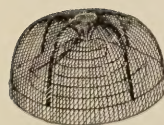
### SUPPORT STRIPS

If you plan on using either plastic cover or netting, strips must be installed first as support.

### PLASTIC COVER



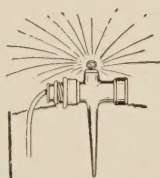
New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



### NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.

### COMPLETE SPRINKLER



Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.

## THE BEST PLANTS FOR PYRAMIDS

We recommend these everbearing Strawberries for Pyramid planting—Red Rich, 20th Century.





**A COMPLETE  
LINE OF  
PERENNIALS**

**POTTED  
AND  
BARE ROOT**



**FOR PACK-OUT,  
AND  
RETAIL SALES**



**Write for bulk  
Perennial List**

**A complete description of perennials for  
pack-out and retail sales will be found  
in these pages.**

**JUDSON** WHOLESALE NURSERIES  
BRISTOL, INDIANA